

ABSTRACT

Total population in Indonesia reaches 259.1 million inhabitants with active internet users of 88.1 million. The most popular C2C in Indonesia is Tokopedia, Bukalapak, and Elevenia. Jakarta and Bandung have the potential to become a gold mine for online companies but by 2015 online shopping ranked the 4th most-reported cases and caused only 49.8% to remain loyal due to unsatisfied customers. Therefore, the purpose of this research is to know the response about Electronic Service Quality, Electronic Satisfaction and Electronic Loyalty of C2C e-commerce in Jakarta and Bandung City.

The type of research used is descriptive research with causal approach. The sampling technique used is non probability sampling with convenience sampling technique. Test data analysis in this study using Path Analysis with 400 respondents who live in the City of Jakarta and Bandung and purchase transactions in one of the market place of Bukalapak, Tokopedia, Elevenia.

The result of descriptive analysis shows that Electronic Service Quality, Electronic Satisfaction and Electronic Loyalty enter into good category and also based on Path Analysis test that Electronic Service Quality (X) to Electronic Satisfaction (Y), Electronic Satisfaction (Y) to Electronic Loyalty (Z) And Electronic Service Quality (X) to Electronic Satisfaction (Y) in forming Electronic Loyalty (Z) has a significant influence.

Keywords: *Electronic Service Quality, Electronic Satisfaction and Electronic Loyalty*